

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution

DATE: July 5, 1994

FROM: Roy Anise

SUBJECT: Scatter Charts

Attached are some charts that were developed for a tracking and segmentation project we are working on for the 1995 OB/Brand audit. If you think they are useful, or would like to discuss your observations/thoughts, please let me know.

Thanks.

Attachment

Distribution

N. Ellis
S. Jannetta
N. Lund
T. Keim
F. Kelly
K. McGrath
N. Parmet
S. Piskor
C. Schwab
D. Stern
A. von Germeten
T. Young
C. Tucker

cc:

W. Smith
M. Waldman

2040412054